

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXII. NEW YORK, SEPTEMBER 5, 1900. NO. 10.

## Calling Attention



"The public will never know what one has to sell unless one tells it through some advertising medium."

One hundred years ago the prosperous merchant sent his "sandwich man" out dressed in livery that attracted the eye. He was tall and strong; had a stentorian voice and a clear, resonant bell.

To-day, the big, prosperous merchant uses the big papers. The complaining merchant wastes his money on the cheap, small circulation paper.

In selecting your newspapers,

**CHOOSE THE BEST YOU CAN GET.**

In Philadelphia and Pennsylvania, there is one, head and shoulders, above them all . . . .

## "THE RECORD"

A newspaper with a greater circulation and advertising patronage than any other in the Keystone State.

Circulation Average, 193,000 Daily. 153,000 Sunday.

25c. a line Daily—20c. a line Sunday (for the present). 15c. a line classified agate

WRITE FOR A MINIATURE COPY OF OUR 23D ANNIVERSARY NUMBER.



## *You Can't Get Around*

the fact that Street Car Advertising  
is the most profitable on earth.  
Those who ride read, and remember  
your ad placed in our hands will  
be placed where it will do you the  
most good in the cars.

## *Let Us Help You*

over these dull times by reviving  
your trade. Try us and be con-  
vinced.

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**GEORGE KISSAM & COMPANY,**  
253 Broadway, New York.

Written by A. G. Powell, Starke, Fla.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1883  
VOL. XXXII. NEW YORK, SEPTEMBER 5, 1900. No. 10.

## NEW YORK THEATRICAL ADVERTISING.

By W. B. Powell.

At the height of the theatrical season New York's theaters take up four to eight columns of space in the Sunday papers and one to two columns daily. The *Herald* carries the largest amount of this class of advertising at all times, and the second place is shared by the *Sun*, *World* and *Journal*. The *Sun* carries larger ads for the higher class theaters than the *World* or *Journal*, but this gain is lost by the *World* and *Journal* exceeding the *Sun* in space ordered by the music halls. So it is a question as to second place.

Theatrical advertising costs 45 cents a line daily, and 50 cents Sunday, net.

Proctor is the largest individual advertiser the year around, and next season no other manager will touch him half way. Proctor will then control four New York houses. His bill even now is \$125.00 each Sunday to every New York paper.

The *Herald's* revenue from theatrical advertising is close unto \$150,000 per year, and the *Sun*, *World* and *Journal* about \$100,000 each.

Three-quarters of a million is a conservative estimate of the entire amount spent by all the theaters every year for publicity through the press alone.

The crowding of New York theater ads has always been a subject for comment, but were it generally known that the rate was so stiff it would be better understood.

The ads are placed through the American and Allen advertising agencies. A few smaller houses and incidental events go outside of these agencies.

The Sunday ads, marvels of ty-

pography, are sent to the offices early in the week. The *Sun* sets three-fourths of the theatrical advertising from manuscript, furnishing proofs to the agencies, who supply the other papers with reprint copy.

This setting of theatrical advertising from manuscript and agencies' type-marking entails considerable work. The advertiser draws up a rule diagram, and marks each line by type number from the specimen book, and then designates the number of lines the ad is to occupy. Years of this "marking" has made the men expert, and seldom do they go astray in asking for a type that is too large for the line. The first proof is submitted to the agency sometimes on Tuesday, and night after night thereafter the office gets the ad returned for corrections, and when the proof comes back "released" for Sunday insertion it still contains alterations.

Different houses have their peculiar style for advertising.

The *Herald* has a style of its own. It dictates to the advertiser rather than have the advertiser dictate to it. The *Herald's* theatrical page is pleasing to the eye, yet I believe that the pages of the other papers are more beneficial to the advertiser, for the black type brings out the attractions more prominently.

The *Herald* and the *Sun* are extremists. The *Herald* in light-face type and outline cuts, and the *Sun* in heavy black gothics. The *World* and *Journal* strike a happy medium between the two.

The Academy of Music is a stickler for oddity of type composition and rule work. This house uses white space as if it was given away. Some of its ads are marvels of arrangement.

The Casino uses exclamation

points until the ad looks like a ship yard with its masts bristling in the sunlight.

Frohman's houses advertise in a dignified style. Sometimes Mr. Frohman tells the public what he thinks of his own productions. Of course his personal criticism has considerable weight, but it seems a needless waste of space, for the supposition is that anything he puts on the stage has been passed upon by him as worthy the public.

Proctor has a style of his own, but it has been contorted to fit the admission of one new house to his circuit, and with the opening of his new 125th street house he will about own the "top of column" of the amusement page. He now takes three columns across top of column, and will then take four columns. The word "Proctor's" runs the width of the columns, and in single column beneath follows the ad of his various houses. The drawing cards are brought out prominently and other attractions are run in agate caps. He tells all there is to tell, and his ads are quite intelligent, even to the visitor within our gates who is not "up" in theatrical advertising.

There is room for much improvement in most of the daily theatrical announcements. A couple of lines may at present be saved by the lack of address, but the 50 cents thus gained costs the house dollars in admission money. For it is undeniable that a visitor will not ask a question to enlighten him on where the houses are situated, for it exposes his ignorance of the city when he desires to pose as to the manor born.

#### EXTRA CHARGES.

There are in the United States at present only seven dailies that are charging advertisers extra rates for breaking columns, and they are: Boston Globe, Boston Herald, Chicago Tribune, Chicago Record, Chicago News, Washington Star and San Francisco Examiner. These extra charges are ridiculous. There is no good reason for them. Such extra charges make, for example, the rate per line for a double-column advertisement in the Boston Herald, consisting of an electro, as high as the combined rates of the New York Herald, New York World and New York Journal whose combined circulation is probably six times as large as that of the Boston paper.—*Mail-Order Journal*.

#### BIBLE IN JAPAN.

The American Bible Society has received from its agent in Japan, the Rev. Henry Loomis, his annual report, in which he states that an experiment was made in the early part of the year to increase the circulation of the Bible by inserting advertisements in the leading papers. It was found to be a means of arousing attention and interest in the Bible throughout the whole country. Letters of inquiry were received from more than five hundred persons in different parts of the land, and many orders followed.—*Christian Intelligencer*.

#### BATES' VIEW.

The man who prints a few lines in the middle of a great Sahara of white space, and the man who scatters a few words in big type down through a double column, is a criminal. He is the same sort of ass as the fellow who orders a bottle of wine, drinks a little of it and then rolls the bottle on the floor and calls for another.—*New England Grocer*.



#### Bikers.

After a long, hot, dusty bicycle ride there is nothing so cooling, so refreshing as a drink of

### Williams' Root Beer.

It is twice as effective as water for stopping thirst. Every cyclist should keep it on hand as it is a health-giving drink, made from the choicest roots and herbs. It is the most delicious temperance drink on earth.

Easily and cheaply made at home. One bottle of Extract makes five gallons.

The Williams & Morrow Co. Hartford, Conn.  
Makers of Williams' Flaming Extracts.

THE EVENING WISCONSIN says: "Much has been printed in the local papers about the price of advertising. The Milwaukee *Journal* is doing the advertising for the city (and is under bond to continue to do so) at 20 cents to 24 cents per folio (inch). It has recently beat this record by offering to do the advertising for the county of Milwaukee at 18 to 22 cents per folio (inch) and offered to give bonds to continue this price one year."

## GERMAN STORES TAXED.

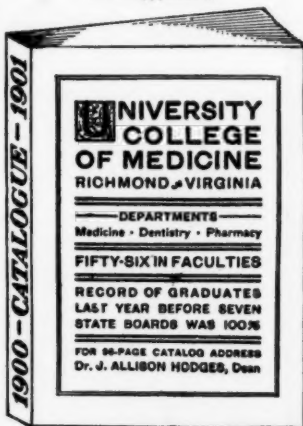
A campaign that was begun in the Prussian parliament early last spring has been crowned with success. On June 18th a bill imposing special taxation of department stores was passed by both houses. The law applies only to Prussia, and all taxes collected under it revert to the treasury of the commune or municipality in which the store is located. For the purpose of taxation the different classes of merchandise usually sold in department stores are divided into four groups. In the fourth of these groups come bicycles, together with such widely differing articles as gold, silver and other jewelry; objects of art or luxury, bric-a-brac, articles of paper or papier-mache, books and music, weapons, articles of sport, riding, driving and hunting; sewing machines, toys; optical, medical, scientific or musical instruments and apparatus. Every store, bazar, or warehouse which shall sell articles belonging to more than one of the above groups, and of which store the aggregate sales amount to more than 400,000 marks (\$95,200) per annum, shall pay a special tax, graduated according to the total amount of its annual sales. For example, when the yearly sales amount to between 400,000 to 450,000 marks (\$95,200 to \$107,000), the tax shall be, 4,000 marks (\$952); 500,000 to 550,000 marks (\$119,000 to \$130,000), the tax shall be, 7,500 marks (\$1,785); 600,000 to 650,000 marks, (\$142,800 to \$154,700) the tax shall be, 9,500 marks, (\$2,261); 700,000 to 750,000 marks, (\$166,600 to \$178,500), the tax shall be, 11,500 marks (\$2,739); 800,000 to 850,000 marks, (\$190,400 to \$202,300), the tax shall be 13,500 marks (\$3,213); 900,000 to 950,000 marks (\$214,200 to \$226,100), the tax shall be 16,500 marks (\$4,327); 1,000,000 to 1,100,000 marks (\$238,000 to \$261,800), the tax shall be 20,000 marks (\$4,760), and so on, for every additional 100,000 marks (\$23,800) sold, 2,000 marks (\$476) additional tax. This law has been enacted for the purpose of equalizing the advan-

tages which large bazars, department stores, and co-operative retail establishments enjoy over the minor and middle-class merchants whose business is restricted to a few articles and does not exceed a yearly return of over 400,000 marks (\$95,200). The department stores and other large retail houses have six months in which to prepare for the new regulation. It is believed that many of them will confine their future trade to articles included in one of the foregoing categories, and thus evade the new tax. Should they do this, their stocks on hand of goods belonging to other groups will be sold out at bargain counters before January 1 at whatever they will bring, and this, it is predicted, will supply the demand for certain articles and depress the market for some time.—*Bicycle World*.

## A SECRET IN CORNWALL.

The great secret in advertising is in supplying what the people want, and in so presenting the attractiveness of the goods as to make the people feel how much they want them.—*Cornwall (N. Y.) Courier*.

NEWSPAPER advertising is either an expense or an investment. You make it an expense by spending your appropriation. You make it an investment by putting your money into it in the same way and with the same spirit you put it into real estate or merchandise.—*Milwaukee (Wis.) Journal*.



EYE-ATTRACTING.



ALL general advertisers who meet with any large success in Minnesota use

THE SAINT PAUL  
Daily Globe

The only Democratic daily in the State, it has a clientele which is untouched by any other daily in the field.

Advertising rates on application to

THE GLOBE COMPANY,

SAINT PAUL, MINN.

WILLIAMS & LAWRENCE,  
87 Washington St., Chicago, Ill.  
D. C. McCONN, Manager.

CHAS. H. EDDY,  
10 Spruce Street,  
New York City.

## ADVERTISING BY BALLOON.

By John C. Graham.

One of the biggest and oldest of the English advertisers is Hudson, who makes Extract of Soap. The concern is in its second generation of bold and aggressive advertising, and the name "Hudson's Extract of Soap" has been a household phrase in England for many years. Almost every conceivable form of publicity has been used since the concern started in business in the early sixties, and large sums of money have been expended in building up the business by judicious advertising. Possibly but two other firms—Beecham's Pills and Pears' Soap—have spent more money in advertising throughout Great Britain.

At the present time this concern is indulging in a decidedly novel form of advertising. It has secured a number of "war" balloons, similar to those now in use by the military authorities in South Africa. These are traveling all over England under the charge of C. G. Spencer & Sons, the celebrated aeronauts, each balloon being under the management of two competent men. The balloons are sixty-five feet in diameter, and each bears, in big letters, the words, Hudson's Soap.

The plan is to move from one village to another, and "anchor" the balloon at a great height from the earth, so that all the inhabitants of the surrounding country can see it. Advertising matter is occasionally dropped from the car, but this is scarcely necessary, as everybody seems to know when Hudson's "War" Balloon is in the vicinity. One thing is certain, Hudson's is now being talked of from one end of England to the other, and, like the balloons, the sales are "going up" daily. Something like a dozen of these balloons are being used, and the scheme is to travel all over the island, sometimes anchoring two or more of them in the vicinity of a big city. The cost of the plan is doubtless great, but seemingly the results are justifying the outlay. In 1873 the same idea was

used here in New York by the Centaur Liniment people. But the scheme may be a new one to Englishmen, and therefore it has its value. Yet I read in an English paper the other day that doubtless "some enterprising American advertiser would snap up the Hudson idea, and soon be covering the United States with 'war' balloons advertising something or other."

### A PROSE IDYLL.

I think the following the funniest trade circular I ever saw:

"To our friends across the sea we send greeting. As the years roll by we are drawn nearer and nearer together by Christian Blood and Money Ties, and may this ever be. We are located in a section that grows a pig that, for leanness and quality, comes nearer to your home grown and Canadian pigs than any that can be raised in any part of the States. We are now putting up a class of light fancy English and Irish meats that, for delicacy of cure and extreme mildness, cannot be furnished by any other packing company in the Great West. Your wants can always be supplied by our friends and sole agents, Messrs. ——— and ———.

"May all your days be pleasantness,

"And all your paths be peace,

"Yours truly,

"THE ——— PACKING COMPANY."

When the American business man turns out prose idylls like this, no wonder he eats us in our (as well as other) markets.—*London Critic*.



**Nervous ?**  
Quit Coffee  
and drink  
**Postum**  
**Food Coffee**  
sold by Grocers

MR. POST APPEARS TO HAVE GONE TO AN  
EXTREME IN AIMING TO GET SOME-  
THING VERY "DIFFERENT."



# The Official Census

## AND

# Advertising in Street Cars.

The general advertiser is mightily interested in the increase in population. The census-meter is a most reliable indicator of prosperity—the people multiply rapidly where there is money and employment—where money and employment and people are thickest there is the valuable field for the advertiser.

To forcibly illustrate—take the marvelous growth in population of Cleveland, Toledo and Detroit during the last decade:

	Population 1890.	Population 1900.
<b>Cleveland,</b>	<b>261,353</b>	<b>381,768</b>
Buffalo,	254,467	352,219
Cincinnati,	296,309	325,902
<b>Toledo,</b>	<b>82,652</b>	<b>131,822</b>
Columbus,	90,308	125,560
<b>Detroit,</b>	<b>205,669</b>	<b>298,762</b>

Cleveland thus becomes the first great city of Ohio, and Toledo the third—an increase of nearly fifty per cent for Cleveland; of more than fifty per cent for Toledo. Detroit also shows nearly fifty per cent increase. Cleveland steps from the tenth to the seventh; Detroit from the fifteenth to the thirteenth; and Toledo from the thirty-fourth to the twenty-eighth in the standing of American cities.

If growth in population denotes employment, industry and a prosperous market, these cities appeal strongly to the advertiser.

The street cars in Cleveland, Detroit and Toledo carry a large volume of local advertising. The local advertiser asks quick, specific returns.

If advertising in the street cars of Cleveland, Detroit and Toledo prove so profitable to the local advertiser, it must be valuable to the general advertiser.

We control the street car advertising in Cleveland, Detroit and Toledo. May we not come to you with further interesting facts?



**The Mulford & Petry Company**

PRINCIPAL OFFICE  
99 WOODWARD AVENUE,  
DETROIT, MICH.

EASTERN OFFICE,  
220 BROADWAY, NEW YORK,  
SEPAUL BUILDING.

## BUSINESS LETTER POINTS.

A business letter should be as brief, concise and explicit as possible, clearly covering all points of interest without display, ostentation or word painting. The correspondent who undertakes to incorporate a literary digest into a business letter will soon come to grief in a business way.

Every letter of inquiry received by a mail-order house is a "bud of promise" of future business and should be promptly and carefully answered. It should be answered in detail. No query, however trifling, should be overlooked, for upon it may hinge the failure or success of the reply.

Simplicity of expression is one of the cardinal elements of success in merchandise correspondence. Employ the simplest language and make all statements so plain that they cannot fail to be clearly understood. The use of phrases, sentences or expressions susceptible of double meaning, the employment of words or quotations from foreign languages, the indulgence in "figures of speech" and high sounding words of doubtful mean-

ing, should be studiously avoided, pedantry is insufferable.

One of the most pronounced requisites of a complete letter is correct orthography. It matters not how well composed, how logical or how ingeniously constructed; a letter loses much of its force and effectiveness through misspelled words.

Vain repetitions should be eschewed. Clearly stating a proposition once in a letter is sufficient. A repetition means challenging the intelligence of the reader as well as acknowledging carelessness or ignorance of the writer.—*Advertising Experience.*

## BIG GERMAN ADVERTISERS.

Stollwerk Bros., of Cologne, the largest German manufacturers of chocolate, cocoa and confectionaries, expend annually in the neighborhood of \$65,000 in bringing goods prominently before the public. This firm also distributes yearly thousands of such articles as small, complimentary mirrors, decorative glass plates for hanging on window panes, and artistically-colored plate glass signs. Another firm that engages extensively in advertising is Linde Bros., of Durtmund, the well-known manufacturers of coffee essence, their annual expenditures for advertising reaching the figure of 150,000 marks (\$37,500).—*New England Grocer.*

# When the Pyramids Were Built

Castor Oil was an old and well-known Laxative.

Its value has *never* been disputed. Its repulsive taste is the terror of every child.

We have robbed it of this one objection.

Laxol is literally as palatable as honey. Send for a free sample and be convinced.

A. J. WHITE, 30 Reade Street, New York.

ONE POINT EFFECTIVELY MADE.

## CIRCULATION AND OTHER PUZZLES.

Some questions that tend to make the editor of the American Newspaper Directory prematurely gray.

Office of  
"MICHIGAN CHRISTIAN ADVOCATE."  
DETROIT, Mich. Aug. 23, 1900.  
Editor of PRINTERS' INK:

In your issue of August 1st you say the American Newspaper Directory gives us a rating exceeding 12,500 and that the religious papers were on the decline. The publishers of the Directory have also said that any paper given a sworn detailed statement for one year would be given proper credit in plain figures for circulation claimed.

Last February we sent the American Newspaper Directory a sworn detailed statement for 1899, showing an average weekly circulation of 17,747, as per their request. Why did they not give us proper credit as they promised to do? Where is the inducement for any paper to respond to such a request, and then have them dump us in with some papers whom they say have not made a report in several years? And why is it they did not give us credit as per our affidavit? We want you to set this matter right and we stand ready to give you any proof you may want regarding our circulation. We are not on the decline and will you please say so in your next issue. Awaiting the favor of an early reply, very truly yours,

METHODIST PUBLISHING CO.,  
By W. J. Younghusband, Adv. Mgr.  
We inclose a copy of the affidavit sent them last winter.

The editor of the American Newspaper Directory says:

Mr. W. J. Younghusband is in error. The last circulation statement sent to the Directory office by the *Michigan Christian Advocate* was dated February 12, 1896. It covered the year 1895, and showed an average issue for the year of 19,016, for which the paper got credit. Since then, and up to the date of the above letter, no circulation statement had been received from that paper. The statement contained in its present letter appears to entitle it to an average issue of 17,747 for 1899, which will find place in the next issue of the American Newspaper Directory. The publisher who sends his circulation statement by registered mail can easily tell when he did not send one to the American Newspaper Directory.

## AN OLD-TIME "BLUFF."

The following article appeared in a recent issue of a paper called the *Western Druggist*, published at Chicago:

## PURVEYORS OF MISINFORMATION.

Newspaper directories, as a rule, approach very nearly the nature of frauds. A careful analysis of the circulation ratings in these directories of the various medical and pharmaceutical publications of the country leads one to believe that the person in charge of the rating work proceeds upon the pyramid plan, placing the smallest at the top. Advertisers who place any faith in such quotations will be sadly misled, and such reliance is certainly unnecessary, for the reason that any advertiser who desires to know the circulation of any medical or pharmaceutical publication ought to have intelligence enough to know how to secure the necessary information. As for the *Western Druggist*, the post-office receipts show a circulation of nearly 13,000 copies per issue, a fact of which the directories could easily inform themselves, and of which the so-called Rowell Directory has been duly advised, and yet this alleged directory has the hardihood to state that "its (our) estimate is 7,500."

The publishers of the *Western Druggist* recently purchased the *North American Practitioner*, credited in the directories with having a bona fide circulation of 10,000 copies, a statement that went without question by numerous innocent advertisers. The circulation of the journal in question, at the time the newspaper directory issued its statement, was by actual count less than 600. This is a fair illustration of the utter unreliability of all these directory ratings. It is perhaps no extravagance to state that the publishers of reputable, high-class periodicals generally regard these newspaper directories as blackmailing devices for the purpose of extorting subscription orders, to be paid for in advertising, which, to the publishers of these directories—who are usually advertising agents—is equivalent to cash payment for the books. So astute an advertising organ as *PRINTERS' INK* should be above the driveling folly of drawing individual circulation comparisons from fake directory estimates.

The reader of such an article, who is not cognizant of the facts or the real character of the publication publishing it, may be led to believe that it has a real grievance. The editor of the American Newspaper Directory, by looking into the claims and accusations made by the *Western Druggist*, finds that they are unfounded and in some instances false. These can be enumerated as follows:

1st. The latest and only circulation

statement made by the *Western Druggist* that would hold water was made in April, 1898, and covered the calendar year of 1897. It showed an average of 12,705 copies per issue, and the paper was so credited in the American Newspaper Directory for that year.

2d. Since then the *Western Druggist* has not furnished the American Newspaper Directory any evidence of as large or larger issue. On the contrary, it has systematically ignored the various applications of the Directory editor for a comprehensive statement of its circulation such as the one made for 1897.

3d. The now defunct *North American Practitioner* was never credited with 10,000 circulation by the American Newspaper Directory.

4th. Documentary evidence, on file in the Directory archives, indicate that the *North American Practitioner* was purchased by and incorporated with the *Medical Standard* in May, 1899. Nothing had been heard so far of its being purchased by the *Western Druggist*, "recently" (?).

The above facts tend to prove that all the assertions the writer of the *Western Druggist* article makes, as far as the American Newspaper Directory is concerned, are untrue.

There is a class of publishers, of the type of the *Western Druggist*, who think that they still can hoodwink at least some of the general advertisers by such methods as above. The "bluff" method of publishing articles of the above character and sending marked copies of the issue containing them to advertisers is rather antiquated. The publisher who will honestly state his actual issues does not have to resort to such uncreditable methods.

#### BOSTON CAR CARDS.

A Boston woman complained the other day of New York's advertisements, particularly the street car advertisements. It is easy to guess the reason for her complaint—the advertisements were so different from those in Boston. "There," said the woman, "we have bright little essays, graceful bits of verse and witty epigrams calling your attention to the soap or hairpin or breakfast food or whatever the advertised article may be. Here, nothing but the baldest and most inartistic advertisement statements meet the eye. They attract attention, it is true, but they arouse no interest, much less approval. Our street car advertisements in Boston are a never-ending delight. They are nearly all in verse, and such charming verse; while even the prose ads have a literary quality totally lacking in all I have yet seen in New York. Of course," with a complacent sigh, "I didn't expect to find things over here at all comparable to Boston, but it is surprising that so small a thing as your street car signs should be deficient. Why, in our Boston street cars we wouldn't put up with having to look at such strictly commercial advertisements minus every trace of the literary!"—*N. Y. Evening Sun*, July 23.

#### IN MANILA.

Three daily papers are now published in Manila, the *New Orient*, the *Manila Times* and the *Freedom*. All three papers are very metropolitan in some respects, and contain columns of interesting reading matter. When Manila was first occupied by the American troops it was not long before the *Freedom* came out. Some time afterward the these subjects have not received the share of your attention to which they are entitled.—*Dry Goods Economist*.

#### THE DELIVERY WAGON.

As an advertising adjunct, the delivery wagon is worthy of consideration. It is just a moving sign if you make it so, and if every seeing eye within vision distance of your wagon on its daily round does not transmit the information that you exist or that something is to be had, somewhere, you may have missed an opportunity.—*Ad Sense*.

## AT THIS OFFICE

10 SPRUCE ST., NEW YORK,

The George P. Rowell Advertising Agency

Keeps on file the Leading Daily and Weekly Papers and Monthly Magazines; is authorized to

### RECEIVE AND FORWARD ADVERTISEMENTS

at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

## LIVING SIGNS.

The "living sign" is a person who, while walking about the streets like an ordinary citizen, does something unusual to attract the attention of a large crowd, and then suddenly pulls out a banner containing advice about Smith's cigars being the best on earth. Of course everybody laughs at his being "taken in," so that, while on the face of it one would think that making a fool of a man is a bad way to try to win his patronage, the living sign has the desired effect, for the striking scene is sure to induce the spectators to tell their friends all about it.

One of the pioneers of living signs is that of a tailor who has a neat delivery wagon made in the shape of a huge Saxe coat, inside of which the driver sits, his legs, hands and head projecting, giving him the appearance of being an enormously fat man, weighing fully a quarter of a ton. To make the affair more striking, it is hauled by two ponies.

Next came a soap manufacturer with a dozen wax dolls about the size of a sixteen-year-old girl. Each doll was attired in a red bloomer, mounted upon the front seat of a new nickel tandem bicycle, and then driven continuously about the crowded streets by a smart-looking "district messenger boy" in full uniform. Looking at each pair from the rear, the sight, though amusing, appears innocent enough; but the moment the face of the doll is seen, there glares upon the sight a legend, written across the doll's bonnet, informing the spectators that "Somebody's Soap is the best, positively."

Other soap people at once took the hint and then patent medicine owners joined in the procession. One of the latter had a bottle made of wood, fifteen feet high, in the shape of the small glass bottle in which his medicine is sold, and then the wooden bottle was mounted upon the rear of a small wagon and driven through the most crowded streets. Every now and again the bottle pauses, its sides open, and the crowd which quickly gathers is invited to sample.

The management of a steamboat

route was next to see the point, and forthwith appeared upon the streets a miniature steamboat, forty feet long, mounted upon a broad wagon, over which had first been painted an ocean, the "briny blue" being livened up by a black-lettered announcement of the hours of departure for the boat.

After this the living sign became general, and there was no keeping account of the number and variety of those along even Broadway alone. To have men attired like "Uncle Sam" do something queer after gathering a large crowd became the favorite mode and so it has continued. What these numerous "Uncle Sams" do may be imagined from two instances: a handsome young man wanders about a shopping thoroughfare, gazing into the windows as though unconscious of his extraordinary garb. A host of small boys gathers about him; women stare through their lorgnettes and ask each other if the man is mad. As he gives no indication of being about to tear any one to pieces, the crowd stands still, wondering what is going to happen to him. The queerly garbed man maintains a calm, unconscious bearing until thousands have gathered. Then he suddenly mounts a wagon or the driver's box on a cab, and shouts in picturesque language the advantages the spectators will derive by doing their shopping at Bargain's Auction Sales, "just a few yards farther down the street." Another "Uncle Sam," gathers a large crowd by vigorously kicking a dummy man dressed in the costume of a Spanish toreador. The sentiment of the people is, of course, with Uncle Sam, and thousands stop and shout approval; when the plaudits are in full blast, Uncle Sam suddenly becomes calm, drops the dummy, and pulling out a banner, displays to the crowd the words, "Buy McFadden's Corsets—they ain't Spanish." Another amusing "Uncle Sam" is an extremely fat and extremely black negro, who shouts the glories of a brand of ostrich feathers.

Some of these living sign persons induce so much trade that competition among business men for the possession of this or that

living sign man is quite keen, and the frequent result is that to-day a certain living sign may be advertising one sort of corset, and the next day be advertising another sort made by a different firm—the living sign having received an offer of higher wages in the meanwhile. Frequently, too, as in the case of the fat black "Uncle Sam," one day a certain living sign may be advertising a comic temperance lecture, and a day or two afterwards be calling attention to a whisky.

Even publishers take advantage of the living sign nowadays. A short time ago the *New York World* hired 200 men, dressed them in the white uniform worn by the sailors on American war vessels, and sent them through the streets behind a brass band, each man having printed on the back of his white coat one large black letter of the announcement dwelling upon the excellence of the forthcoming naval issue. Another publisher's living sign is a handsome carriage drawn slowly through the streets, by a pair of black horses, the carriage containing a negro man and woman neatly attired in the fashionable garb of a bride and groom upon their honeymoon. A banner tied to the sides of the wagon contains the information that he is "crazy with happiness because he is married," or words to that effect, the words used being the title of a new negro song.

The class who seem to spend most effort upon the living signs are the people who make cigars. One of them has as many as half a dozen sorts of living signs constantly at work. There is, perhaps, not a big cigar factory in New York that has not at least one of these living signs. One of the most ingenious of the X cigar signs is that of a "hayseed," dressed in new but baggy trousers and a linen duster, carrying the proverbial faded, baggy umbrella carpet-bag and a large red handkerchief, with white dots, around his neck, who walks up a crowded street with his harmoniously attired wife clinging to his arm in well-feigned half fear. Both chew wisps of hay and

pause at every corner to wonder at the tall buildings. They shout all sorts of inquiries to the policeman across the street, a big crowd at once gathers, the hayseed says something to the policeman about "a man with a gold brick," and the crowd never suspects anything until suddenly the woman opens out her fan and discloses the advertisement of a new cigar. Her companion then opens his bag and hands round some samples.

Some idea of the complicated nature of some of the devices used by the living sign men can be inferred from a description of the "Brownie" head scheme. A gigantic head made of papier mache is fitted over the shoulders of a lean, short man, and through the lips of the "Brownie" is thrust a cigar, also made of papier mache. This cigar is as long as the height of an average tall man, and about twelve inches thick in the center. The head seems to take a deep inhalation, the end of the cigar (made of asbestos) glows red and then resumes its ashes color, while a stream of smoke pours out of the Brownie's mouth. The red color is given to the asbestos by the burning of an inclosed storage battery in a red incandescent globe hidden within the tip of the cigar, and the cloud of what appears to be tobacco smoke is made by the man inside burning some chemicals and blowing out the smoke.

It must not be supposed that these living-sign persons are merely a sort of "sandwich man." Many of them are people who command big salaries on the vaudeville stage, which they have left because they could make treble the money as living signs. Of this class is the "Giant," a man apparently twenty feet tall, who walks about the streets handing in sample cigars to people in second and third-story windows, and the "Giraffe Wheelman," who, on top of a ten-foot wheel, does all sorts of acrobatic feats to call attention to the excellence of his employer's tobacco—the former being known upon the stage as a famous stilt walker and the latter as a famous trick bicyclist.

Where th's living-sign craze will end would be a hard question

to answer correctly, for even the living signs themselves say they "have only broke the ice" (to quote the words of a "human barber pole").—*Everybody's Magazine, New York City.*

### THE TESTIMONIAL INTERVIEWER.

Do you know what a testimonial interviewer is? If not, you have only to ask a patent medicine proprietor to find out. Advertisers of good patent medicines—medicines which are really beneficial, and not simply made to sell—receive hundreds of testimonials. These testimonials are very gratifying to the proprietors of the medicine, but are of little use for advertising purposes just as they are. They are not explicit enough, and while often being of a lengthy and a rambling nature, do not contain necessary details. The chances are that the writer does not know what has really been the matter with him, and though he very likely took the medicine because he saw that some of his symptoms were similar to those described in the advertisement, he fails to describe them in a sufficiently clear manner. After the testimonial is received, quite unsolicited by the medicine proprietor and from some one totally unknown to him, the interviewer comes on the scene. He has to see the testimonial writer, and finds out everything about him. Perhaps he writes and makes an appointment, or he may call on the chance of seeing his man. If he calls and the man is out, he will learn all he can about

him, and ascertain when he will be at home. He will then catch him at the first opportunity he can, and will subsequently be able to present his testimonial to the public, together with a lot of interesting information as to his ways of life, his occupation, when and how first taken ill, with full details of his symptoms, how he came to use the remedy in question, the effect of the medicine, and a graphic account of how he was soon enabled to return to work, and the fine healthy appearance he now presents. It is an occupation that requires a great deal of tact, a certain elementary knowledge of symptoms, and the gift of making an interesting story out of very often uninteresting details.—*Advertisers' Review.*

### WOMEN AS DESIGNERS.

A large preserving and pickling house employs a woman artist to direct its art department, says the *Pittsburg Leader*. Not only marmalades and pickles, but relishes and sauces of all sorts, catsup, soups, dressings, are prepared from the firm's own farm-raised vegetables and ingredients. This woman designs the labels and suggests the name for the new brands, which are lithographed right in the house. She gets up the catch-interest pictures and announcement cards that are distributed to prepare the way for the firm's exhibits, and is responsible for the general ground plan of the exhibition stand and accompanying decoration, both for wall and booths, that are being shown at the Paris Exhibition. One of the most successful woman trade artists draws the symbols for a biscuit factory. New kinds of wafers and crackers are continually being introduced, and she designs the fancy bands that make the pound and two-pound and ten-pound packets outwardly attractive.

THE veterinary surgeon who advertises displays the most horse sense.

## ADVERTISERS

Get full measure of circulation purchased in the

# INDIANAPOLIS PRESS

Its 30,000 copies per day are all paid for. No "come backs" or sample copies counted.

PERRY LUKENS, JR., Eastern Representative, Tribune Bldg., New York.

# THE WICHITA EAGLE

PRINTING  
BINDING  
BLANK BOOK MAKING



R. P. MURDOCK, Bus. Mgr.

BUSINESS DEPARTMENT.

WICHITA, KANSAS, August 1, 1900.

DEAR PRINTERS' INK :

If any one asks you about Kansas, Oklahoma, Indian Territory, Pan Handle, Texas, and Southeastern New Mexico, just tell them that it is the Garden Spot of the United States. That this territory can supply half the world with bread and



meat. One hundred and sixty million bushels of wheat this year's product. And that it has one morning paper, THE WICHITA EAGLE. That all attempts to reach this field by newspapers three hundred miles away have signally failed and been abandoned. THE EAGLE gathers its great brood under its wings hours before any others make their appearance. If in your extensive travels you should meet some good advertising proposition from parties wishing to reach the EAGLE's field, kindly refer them to our agent, The S. C. Beckwith Special Agency, New York and Chicago, and very much oblige

Yours most respectfully,

R. P. MURDOCK,

Business Manager.

**R**URAL publicity introduces the general advertiser to *THE MOST LIBERAL AND FREE-BUYING* portion of the great American public. The cost of such publicity is merely the cost of an announcement or series of announcements in

## **THE PRACTICAL FARMER.**

This great weekly agricultural paper has been teaching and preaching the doctrine of good farming for nearly half a century. It gets close to its patrons; close to their hearts and close to their pocket-books.

"We would say this in regard to the ads we have had in the Practical Farmer that we have made more sales in proportion than from the majority of papers we use, which is something like 35 papers.


"HEESEN BROS. & CO., Tecumseh, Mich."

Sworn statement of circulation for one year shows an average of 38,129 copies printed per week. Only one rate. If interested, write.

**THE FARMER COMPANY,  
PHILADELPHIA.**

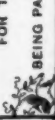
*The farmers' purchasing power in 1901 will be larger than ever before.*

The newspaper man who would like to obtain a specified number of coupons conveying rights and privileges as set forth in the accompanying fac-simile, and to pay for the coupons by inserting an unobjectionable advertisement in his own paper that he would not otherwise receive, may address PETER DOUGAN, Manager of Printers' Ink Advertising Bureau, 10 Spruce St., N. Y.



No. SAMPLE.

# GOOD FOR FIVE DOLLARS



IF USED WITHIN TWO YEARS OF DATE OF ISSUE, OTHERWISE VOID.

AS STATED BELOW

\$5

GOOD FOR A YEAR'S SUBSCRIPTION FOR PRINTERS' INK, PRICE FIVE DOLLARS.

GOOD FOR 50 COPIES OF PRINTERS' INK (ANY ISSUE), PRICE FIVE DOLLARS.

GOOD FOR A COPY OF THE AMERICAN NEWSPAPER DIRECTORY, PRICE FIVE DOLLARS.

GOOD FOR 20 LINES OF CLASSIFIED ADVERTISING IN PRINTERS' INK, PRICE FIVE DOLLARS.

GOOD FOR 10 LINES OF DISPLAY ADVERTISING IN PRINTERS' INK, PRICE FIVE DOLLARS.

GOOD FOR A 10 LINE ADVERTISEMENT OR PUBLISHER'S ANNOUNCEMENT IN THE AMERICAN NEWSPAPER DIRECTORY, PRICE FIVE DOLLARS.

Good to apply as a credit in settlement of any order or bill for advertising in or subscriptions for Printers' Ink or American Newspaper Directory, or for extra copies of Printers' Ink of any issue available, or for subscriptions to the American Newspaper Directory Confidential Information Bureau.

FOR THE PURPOSES SPECIFIED ABOVE A HUNDRED OF THESE COUPONS ARE AS GOOD AS \$500 CASH, AND A THOUSAND ARE AS GOOD AS \$5,000 CASH. ONE IS AS GOOD AS \$5 CASH.

BEING PAYABLE TO BEARER, NO DUPLICATE CAN BE HAD IN CASE OF LOSS.

*Wm. P. Dougan* 10 SPRUCE ST., NEW YORK.

## RETAIL ENTERPRISE.

DAVENPORT, Ia., Aug. 24, 1900.

Editor of PRINTERS' INK :

A dry goods store in Davenport is hitting the mark with energetic newspaper advertising. H. A. St. Onge & Co. have been located here less than one year, and the phenomenal business they are doing for this dulllest month of the year, August, led the writer to investigate. W. H. Porter, the advertising manager, stated that he took charge July 27th for the purpose of conducting a sale during August, to give Mr. H. A. St. Onge an opportunity to take a vacation. Mr. St. Onge wanted the business to move while he was away. Mr. Porter named the sale "The August Harvest Sale," and started it off by taking liberal space in all the newspapers, and filling this space with facts about goods and prices. The ads were brimful of information and bubbling over with enthusiasm, and the result has been an overflowing store almost every day. Mr. Porter stated that he never quoted a fictitious value or led the people to believe that they would get more than the goods justified. Continuing, he said, "It is possible to arouse enthusiasm by advertising without misrepresentation, and when we advertise that a piece of goods is wool, it is positively all wool, neither will we allow the salespeople to misrepresent. Our leaders were strong. Only in overstocked lines did we make leaders, and then cost was not considered, the object being to make prices that would move the goods quickly. The result was that we had plenty to supply the demand on every leader, and sent the people away satisfied. In our advertising we depend entirely upon the newspapers, the advertising costing us less than two per cent of our sales. The only advertising matter put out, besides the newspapers, was a half-sheet bill, which was wrapped in every package, to remind the purchasers after they had returned home, and keep them talking about us."

Mr. Porter is now preparing an advertising campaign for their first Anniversary Sale, to be held during the first week in September. \$500 will be spent in newspaper advertising for this sale, outside of the regular contracts. This amount will buy considerable space at fifteen cents per inch, which is the prevailing price in Davenport. Davenport was well supplied with dry goods stores, and good ones, too, when St. Onges came last year, but by enthusiastic advertising they have succeeded in doing a large volume of business, and have made their store one of the big ones.

U. H. HOSTERMAN,  
Advg. Mgr. the Times.

## THE DURKEE GENIUS.

The genius who prepares the Durkee advertising is not only industrious and thoroughly reliable, but he belongs in a class by himself. He is the only man in the business who can get up ads in any desired quantity, and absolutely guarantee that not a single one of them will have even the remotest connection with the article advertised.—*Current Advertising.*

## IN ALABAMA.

Office of

J. E. VAN DOREN SPECIAL AGENCY,  
NEW YORK, AUG. 23, 1900.

Editor of PRINTERS' INK :

In PRINTERS' INK, dated July 25th, we note a statement regarding the circulation of the papers published in Birmingham, Ala., which, while based upon information in your possession at that time, is decidedly incorrect, in that it does not give the Birmingham *News* the rating that it should have. Since that date you have been furnished circulation statements by the Birmingham *News*, showing an average circulation for the year ending June, 1900, of 8,645 copies, but, in this connection, we wish you to see a guarantee issued by Mr. Rufus N. Rhodes, the editor and proprietor of the *News*, which, we think, is sufficiently unique and interesting to be given a place in PRINTERS' INK.

Yours very truly,

J. E. VAN DOREN SPECIAL AGENCY.

The J. E. Van Doren Special Agency:

You are authorized to guarantee advertisers that the regular bona fide daily circulation of the Birmingham *News* is more than double that of the Birmingham *Age-Herald* or any other daily paper in Alabama, with the single exception of the Montgomery *Advertiser*, and that the circulation of the *News* exceeds that of the *Advertiser* by more than thirty-three and a third per cent—or no charge will be made for advertisements. This guarantee should be inserted in all contracts for advertisements, with the distinct stipulation that an investigation is invited by the Birmingham *News*, which will pay all the expense of same, if its guarantee is not made good. The circulation of the *News* exceeds ten thousand complete papers every day, and is steadily and healthily growing. We have just installed a new three-deck straight-line press, with capacity of 30,000 copies per hour. Very respectfully,

THE DAILY NEWS CO.,  
By Rufus N. Rhodes, Pres.

## PRINTERS' TERMS.

HAMILTON, Canada, Aug. 27, 1900.

Editor of PRINTERS' INK :

Some time ago the *Dry Goods Economist* printed a long list of dry goods terms and names, with their definitions, and it proved quite an interesting feature. I think it would be equally so for you to print a list of printers' terms with their meanings. I am sure it would be of great value to those who are not well up in such things.

Yours very truly, W. H. STRONG.

In PRINTERS' INK of August 12, 1896, was printed a "Dictionary of Advertising Terms" by the late W. W. Pasco. Printers' terms in use by advertisers are included. Most of the words you will find in the Standard Dictionary.—EDITOR PRINTERS' INK.

It is a truism that the paper which brings the local men results will inevitably repeat the conditions with the general advertiser.—S. F. Whipple.

## NOTES.

RECEIVED: Excellent booklet from the Pittsburg Gage and Supply Company, Pittsburg, Pa., called "Protection that Protects."

The eight pages concerning Ayer's Hair Vigor that appear in the front of *Ainslee's* for August are well worth reading as specimens of frank and convincing advertisers.

THE *Woman's Home Companion* (Springfield, Ohio) for September contains an interesting article by Edward Page Gaston on "The Woman's Daily Paper in Paris." It describes *La Fronde*, the daily conducted by women for women.

PRINTERS' INK, known as the Little Schoolmaster in the Art of Advertising among advertisers and the press generally, in an interesting chapter on trade papers favorably mentions the *American Carbonator* and *Bottler*, but does not mention any other paper in the soda water line. PRINTERS' INK generally knows which are the best papers, and it can't easily be buncoed by papers that claim everything and are not willing to prove anything. They know that we stand ready to prove our claim by allowing our papers to be counted at the bindery.—*American Carbonator*.

THE R. J. Gunning Company, of Chicago, writes: Victor F. Lawson, publisher of the *Chicago Daily News* and the *Chicago Record* has placed with us one of the largest orders ever given for a railway sign display in and around Chicago. It consists of a covering of everything in sight, almost, in the way of wall, barn, shed and fence spaces on every line of railway entering the city with painted announcements of the *Chicago Daily News*. For a distance of thirty miles from all depots these signs have been painted, and it is impossible for any one to enter or leave the city without seeing almost constantly strong and attractive displays, in black ground and yellow letters, of the independence, news-getting qualities, etc., of the *Daily News*. Numerous catchlines are used, so that on each road a complete story of its dominant features are told.

## LARGEST CIRCULATION IN THE WORLD.

The *Petit Journal*, of Paris, is usually referred to as having the largest circulation of any periodical publication, says the *Brooklyn Times*. But in this case, as in some other respects, the Chinese can give points and a beating to civilized mankind. There is no other publication in the world of which so many copies are printed as of the *Chinese Almanac*. The number is estimated at several millions, and it circulates among all classes of the population, from the proudest viceroy or mandarin to the poorest peasant. This almanac is printed at Peking, and is a monopoly of the Emperor. It not only predicts the weather, but notes the days that are reckoned lucky or unlucky for beginning any undertaking, for taking any medicine, for marrying and for burying.

## ONE ADVERTISER'S METHOD.

A novel method to determine the value of a publication as an advertising medium, which method has been used successfully for a number of years by a large user of space in mail-order publications, is as follows: This advertiser, after satisfying himself about the quantity of circulation, takes the paper he intends to use home, into his family and awaits results. If the women of his household take it up and read it thoroughly, he is satisfied that the publication is well read, his ad being read also. On the other hand, if it is only glanced over he is satisfied that, even if it has a large circulation, the paper is not read, and therefore of no value to him. Asked if by this criterion he is not liable to err in his judgment, he said: No, I have satisfied myself before relying on my method. I used two publications of equal circulation, one that I found the members of my family enjoyed reading, and the other which, after picking up and glancing through, they ignored. I placed a fifty-line ad in each, keyed them properly, and found that the paper which interested my family was quite profitable, while the one they ignored was a failure. This demonstrated to my satisfaction that my theory was correct, and I have followed it ever since.—*Mail-Order Journal*.

## IN DEPARTMENT STORES.

The "steady customer" who has programme space to sell is now referred to the management. The advertising man will have nothing to do with her. There is what is called a donation account, which was primarily created for the purpose of meeting just such contingencies. The steady customer never sells her space. She instead receives contributions in the way of merchandise, which may be taken to the fair or festival and converted into cash. The firm sees to it that a card bearing the firm's name and the inscription, "compliments of," is attached, so that when the gift is placed on sale by the committee in charge of the affair its customers are at once acquainted with the source from which it came. There is a latent advertisement in this method which doubtless accrues to the benefit of the donating firm.—*Dry Goods Economist*.

## "GUARANTEED."

Be careful about that word "guaranteed." Used by itself it is meaningless. It may mean that you guarantee your goods to wear out in two weeks. Either tell what you guarantee your goods to be or to do, or else avoid the word altogether.—*Bates*.

## Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

## WANTS.

ADVERTISEMENTS for the EVENING POST, Charleston, S. C.

JOURNALIST of several years' experience desires position. J. E. WOODRUFF, Brandon, Vermont.

**ADVERTISEMENTS** for the paper with largest local circulation in Charleston, S. C.—**THE EVENING POST.**

**ADVERTISING MANAGER** wants to make change for chance to show more ability. Good refs. "CHANGE," care Printers' Ink.

**ADVERTISING MANAGER**, twelve years with present employer. Committed to take entire charge of office. P. W. HARTWIG, 33 Barclay St., New York City.

**TELEGRAPHIC** news service for afternoon dailies. Reliable, complete and within reach of every publisher. Address "MANAGER," Post-office Box 294, New York.

**YOUNG** man with five years' successful experience desires position as writer or manager of advertising. Best references. Address "EXPERIENCE," care Printers' Ink.

**WANTED**—To sell at low figure a growing farm paper property worth double price asked. No better opening in the South for a hustler. E. E. ADAMS, Lebanon, Tenn.

**WANTED**—PRINTERS' INK May 12, 1897; June 9, 1897; 3 pt. 14, 1898; Feb. 22, 1899; Aug. 2, 1899; Sept. 30, 1899. A year's subscription given for each number. J. MADISON, 134 E. 70th St., N. Y.

**CAPABLE** advertising manager wishes to make change. Thorough worker and business getter. Will not leave present position for less than two years' contract and will not work in town of less than 40,000 population. Best of references from present employer. "K," care Printers' Ink.

**THE CARRIAGE BUILDER** is the most practical paper published in the interests of builders and repairers of carriages and wagons. It wants a good advertising solicitor in each city, on commission, who can present a novel and profitable proposition to advertisers to the carriage and wagon trade. Commissions paid promptly on acceptance of contract. Address, THE CARRIAGE BUILDER, Indianapolis, Ind.

#### PHOTO ENGRAVING.

**THE STANDARD ENGRAVING CO.**, 61 Ann St., New York.

#### COIN CARDS.

**\$3** per 1,000. Less for more; any printing. **THE STATIONERS' MFG. CO.**, Detroit, Mich.

#### ILLUSTRATORS AND ILLUSTRATIONS.

**H. SENIOR & CO.**, Wood Engravers, 10 Spruce St., New York. Service good and prompt.

#### MISCELLANEOUS.

**SPECIAL**—100 circulars mailed with our cash orders. **S. F. I. STRINGER CO.**, Olney, Pa.

#### MAILING MACHINES.

**THE BEST**, a label, 700 pat., is only \$12. **REV. ALEX. DICK**, 43 Ferguson Ave., Buffalo, N. Y.

#### HALF-TONES.

**PERFECT** copper half-tones, 1-col., \$1; larger, 10c per in. **THE YOUNGTOWN ARC ENGRAVING CO.**, Youngstown, Ohio.

#### PENS.

**EFFSEY FALCON PENS** write easy, no spluttering or dripping. Gross \$1. Sample box 10 cents. **THE PAUL CO.**, Red Bank, N. J.

#### POSTAL CARDS BOUGHT.

**UNCANCELLED** printed or addressed postal cards and stamps bought for cash. **BURR MANUFACTURING CO.**, 614 Park Row Bldg., N. Y.

#### SPECIAL REPRESENTATIVE.

**H. D. LA COSTE**, 38 Park Row, New York, special representative for leading daily newspapers.

#### SUPPLIES.

**THIS** paper is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, 144-15 Spruce St., New York. Special prices to cash buyers.

#### FOR NEWSPAPER OWNERS.

**RELIABLE** business builders, circulation and advertising managers, and men for different departments. Strict confidence. **C. F. DAVID**, Abington, Mass.

#### LETTER BROKERS.

**LETTERS**, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? **THE MEN OF LETTERS ASSN.**, 909 Broadway, N. Y.

#### NEWSPAPER INFORMATION.

**FOR** latest newspaper information use the latest edition of the **AMERICAN NEWSPAPER DIRECTORY**, issued Sept. 1, 1900. Price, five dollars. Sent free on receipt of price. **GEO. P. ROWELL & CO.**, 10 Spruce St., New York.

#### PRINTERS

**JOB PRINTER**—A hustling job printer with small capital can secure a good paying property in Toledo. Type and material new and in good shape; established business; a chance that will not occur again in a life time. Address **F. C. VEON**, care of Bee, Toledo, O.

#### ADVERTISING NOVELTIES.

**TRICYCLE** delivery wagons, \$25. Write today. **ROADSTER SHOPS**, Camden, N. J.

**FOR** the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser 4 lines will be inserted under this head once for one dollar.

#### NEWSPAPER BARGAINS.

**\$3,500** BUYS a good paying weekly property in Delaware—\$2,500 cash, balance on easy terms. A quick turn. Dailies and weeklies in 38 States. Send for my special list. Any reliable properties for sale. "David" knows about them. What do you want?

Wanted—by clients—reliable daily and weekly properties in the East and West. **C. F. DAVID**, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

#### PREMIUMS.

**RELIABLE** goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 700-p. ill'd list price catalogue free. **S. F. MYERS CO.**, 45-50-52 Maiden Lane, N. Y.

**PREMIUMS**—If you are using or going to use guitars, mandolins, banjos, violins or any goods of a musical nature, send for our catalogue and prices. We can give you some valuable suggestions and save you money. **A. O. & E. C. HOWE**, Manufacturers and Jobbers, 904 Bay State Bldg., Chicago, Ill.

#### FOR SALE.

**FOR SALE**—A newspaper paying \$500 per year. Must go. **BOX 53**, Walnut Grove, Minn.

**FOR SALE**—New Thorne typesetting machine, together with five hundred pounds of type. The machine is in good order and is at work every day. "THORNE," care Printers' Ink.

**FOR SALE**—A leading 16-page Southern farm journal located in city of 100,000. Good business. No plant. Fine opening for good lease. Excellent location. Will sell cheap or will lease. **E. E. ADAMS**, Lebanon, Tenn.

**EVERY** issue of **PRINTERS' INK** is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in **PRINTERS' INK**. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address **PRINTERS' INK**, 10 Spruce St., New York.

## WINES.

THE government, in its efforts to establish a pure food law, analyzed 41 brands of champagne, foreign and domestic, and the Brotherhood Champagne was the one pronounced the best. Will send you testimony free or a case of the wine for \$12. C. E. SWEZEY, with Brotherhood Wine Co., New York City.

## ARTISTIC PUBLICITY CONTEST.

PROFITABLE ADVERTISING. "The Advertiser's Trade Journal" offers \$375 in cash prizes for best original newspaper and magazine designs. No restrictions. Five competent judges. Valuable publicity for all competitors. Send for printed prospectus giving particulars and requirements of the contest. Address PROFITABLE ADVERTISING, Boston, Mass.

## ADVERTISING MEDIA.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE best advertising medium in Charleston, S. C., is THE EVENING POST.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

THE EVENING POST, of Charleston, S. C., claims the largest local circulation.

THE official Journal for all city advertising of Charleston, S. C., is THE EVENING POST.

ADVERTISING agents serving their clients honestly, call up TOILETTES; estab. 1881.

BACK-COVER quarter page, 30,000 circ., \$16.70 12 times, \$180. PATHFINDER, Pathfinder, D. C.

REACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. a line.

SHOE TRADE JOURNAL, Chicago, has subscribers in every State in the Union—every province of Canada. Try it.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

A SERIES of our blotters and mail cards will bring you all the business you can handle. JOHN T. PALMER, Philadelphia.

THE advertising for all the departments of the city of Charleston, S. C., is done under contract exclusively in THE EVENING POST.

ADVERTISERS' GUIDE, New Market, N. J. Circulation 4,500. Sample free. Mailed postpaid 1 year, 25c. Ad rate, 9c. line. Close 24th.

A WEB perfecting press, linotype machines and a building of its own is evidence of the prosperity of THE EVENING POST, of Charleston, S. C.

PACIFIC COAST FRUIT WORLD, Los Angeles, Cal. Foremost farm home journal. Actual average 5,663 weekly, among wealthy ranchers; growing rapidly; 5c. agate line; no medicine ads.

THE EVENING POST, Charleston, S. C., will publish want advertisements at one cent a word net; 50 inches display for \$18; 100 inches, \$25; 300 inches, \$60; 500 inches, \$90; 1,000 inches for \$165. Additional charges for position and breaking of column rules.

ABOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. HOWELL ADVERTISING AGENCY, 10 Spruce St., New York.

## NEWSPAPER METALS.

METAL FLUX makes linotype and stereotype metal run smooth and without blotches, also saves metal. Send for free sample. AM. METAL FLUX CO., Detroit, Mich.

## DAILY PAPERS FOR SALE.

YOU can get a good foothold with an afternoon paper in Jersey for less than \$5,000. EMERSON P. HARRIS, 150 Nassau St., New York.

## SELLING PUBLISHING BUSINESSES.

NEARLY three years I have been engaged in selling publications. During that time I have sold so many publishing properties to the entire satisfaction of both seller and buyer that it is with confidence that I invite correspondence from those who have good papers to dispose of or who wish to buy such. Owners who tell us frankly what they have to sell and buyers who as frankly tell what they want and what they have to buy with, are much more certain of satisfactory negotiations and results. EMERSON P. HARRIS, 150 Nassau St., N. Y.

## ADDRESSES.

FOR my own business I keep the addresses of the teachers of N. Y. State, revised daily. List entire, list more than 100 or list any county furnished. C. W. BARDEEN, Syracuse, N. Y.

I SELL addresses of every description, but make a specialty of heads of families in small towns—people of means, who purchase everything needed for the house or person. If you sell anything by mail you can't reach better paying or more liberal users of everything. MATHES, 586 Divercy Ave., Chicago.

CREATE business without expensive newspaper advertising. Use Carter's Classified Addresses. Only house in the world furnishing names not to be found in directories. Have you a remedy for cancer, catarrh, deafness, dyspepsia, kidney troubles, nervous troubles, rheumatism, skin diseases, etc.? Do you want agents to sell your goods from house to house? We have America's population classified according to afflictions, occupation or condition. Can address your envelopes or wrappers. Capacity 100,000 daily by expert copyists. Prepared to furnish any class of names, envelopes or wrappers, plain or printed, address the latter and attend to mailing if desired. State specifically what you have to sell, how you want to sell it. We will reply by return mail with full information that will make your business a success. FRANK R. CARTER, 12 EAST 4th St., N. Y.

## ADVERTISING-CONSTRUCTORS.

ADS \$1 each, booklets \$1 a page. CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

ADVICE on any business subject for \$25. Write to day. FRANK B. WILSON, Kenton, Ohio.

JED SCARBORO, writer of forceful advertising. Request estimates. 20 Morton St., Bklyn.

MEDICAL advertising, professional or secular, written, illustrated, printed. M. F. GOULD.

I WRITE and illustrate advertising matter for all kinds of advertisers—especially the very particular ones. HOLLIS CORBIN, 253 Broadway, New York.

JINGLES—Advertising jingles for all trades. That is my specialty. They are the pithy, pointed, practical kind, and are profitable at the price. "JACK THE JINGLER," 10 Spruce St., N. Y.

LAUNCHING a new business? Whether it will be an ocean liner or a catboat may depend on the advertising. Let us start you right. SNYDER & JOHNSON, Advertising Writers and Agents, Woman's Temple, Chicago.

BOOKLETS, ADVERTISEMENTS, CIRCULARS. I am in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINTERS' INK. No other paper in the world is so much copied. My facilities are unsurpassed for turning out the complete job. If you wish to improve the tone and appearance of your advertising matter it will pay you to consult me. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

# A Possible Sixteen

## A Possible Seventeen Now the Limit



Adding half of the other put forth in *PRINTERS' INK*, The *Shoemaker* (Shoemaker, Publisher, of New York City, which has the largest circulation), and in the *Shoemaker* publication of the United States, secured 11 copies in 1910, as well as a special \$10 for the time being to be inserted in *PRINTERS' INK* as a classified advertisement for the year 1911, at a total cost of \$10.00.

In consideration of that order The *Shoemaker* Publisher agrees to insert 11 copies of the advertisement for the remainder of the year 1911.



The next to avail themselves of the offer of free advertisement for the remainder of the year 1911, in consideration of a complete edition, viz. *Printer & Book*, *Shoemaker* and *Shoemaker* sent one year in hand to advertising themselves as follows, at a total cost of \$10.00.

They also requested for an eight-line classified advertisement to be inserted in *PRINTERS' INK*, *Shoemaker* and *Shoemaker* at a total cost of \$10.00.

The *Man of Letters* Association gave their order on August 10th, 1910, to insert 11 copies of the advertisement for a four-line classified advertisement to appear for one year at a cost of \$10.00.

Superior and Johnson and Men of Letters Association, because of their order, on August 10th, 1910, to insert 11 copies of the advertisement for a four-line classified advertisement to appear for one year at a cost of \$10.00.

Address orders to **PRINTERS' INK**, 10 Spruce Street, New York.



As soon as the offer of free insertion was understood, probably, *Shoemaker* (Shoemaker, Publisher, of New York City, which has the largest circulation), and in the *Shoemaker* publication of the United States, secured 11 copies in 1910, as well as a special \$10 for the time being to be inserted in *PRINTERS' INK* as a classified advertisement for the year 1911, at a total cost of \$10.00.

As an advertiser who desires to keep his name a secret and at the same time keep his name on his name as a secret, after making sure by an interview that he understood the offer, he on line in giving his order for four-line classified advertisement one year, costing \$10.00.

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Orders surrounded by the border

amount to . . . . . \$1,309

Sixteen insertions, gratis, can be had by the advertiser who gives his order right away. The limit is now sixteen.

Address orders to **PRINTERS' INK**, 10 Spruce Street, New York.



# teen Now the Limit



On Thursday, August 23, Frank B. Wilson, Kenton, Ohio, sent an order for 2 lines, classified, one year, at . . . . . \$26.00

On Friday, August 24, The Toilettes Publishing Co., New York City, sent an order for 2 lines, classified, one year, at . . . . . \$26.00

On Thursday, August 23, The Roadster Cycle Works, Camden, N. J., sent an order for 2 lines, classified, one year, at . . . . . \$26.00

On Monday, August 27, The Paul Co., Red Bank, N. J., sent an order for 3 lines, classified, one year, at . . . \$39.00

In consideration of their orders each of the above will receive 17 insertions, free, in 1900.

be had now by the sharp-eyed advertiser  
The longer one waits the less can be had.

10 Spruce Street, New York.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving **PRINTERS' INK** it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

## ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure: display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty five per cent additional. If granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE ST.

LONDON AGENT, F. W. SEARS, 50-52 LUDGATE HILL, E. C.

NEW YORK, SEPT. 5, 1900.

If your ad does not pay, change copy. If new copy does not pay, change papers. If this does not lead to results, change the goods you advertise and take up different lines. Always keep on changing. Everything in this world is a constant change of mind and matter. —Mail Order Journal.

And if all this changing does not pay, change your adviser, and stick to one who does not advise you to change so ridiculously often.

THE Pettibone Bros. Mfg. Co., of Cincinnati, sends out a sheet of "special correspondence" in which its own name is ingeniously incorporated, with the notice that newspapers receiving it may use, free of charge, any or all of the "following items they may deem of interest to their readers." A few of the items are here shown:

Masonry in Central America is prospering. The Pettibone Bros. Mfg. Co., of Cincinnati, Ohio, are receiving many orders for diplomas from Costa Rica.

Activity and interest in Masonic circles of Cuba and Porto Rico have increased amazingly since the late war. The Pettibone Bros. Mfg. Co. are receiving orders daily from these islands for diplomas, etc., indicating that Masonry is making rapid strides in our new possessions.

The officers of the Second Infantry, stationed at Fort Thomas, Ky., are frequent callers at the offices of the Pettibone Bros. Mfg. Co., Cincinnati, where they are preparing and completing their kits for active service. These officers are ordered for service in China and will leave for the land of the Boxer about the middle of August.

FILLING the advertising space bought intelligently is far more important than buying the space cheap.

THE American Rubber Company uses a page in the *Boot and Shoe Recorder* to publish an excellent picture of Theodore Roosevelt, and the following comment under the heading "Two Fine Americans":

Now, here's a fine healthy American. Whether you are going to vote for him or not, you'll admit that he's built on strong lines, without a weak spot, and with a prodigious capacity for hard service.

And he's a great all-rounder, too. Writing a book, building a navy, or breaking a broncho—it's all one to him. In the classic shades of Harvard or the roaring camps of Oklahoma, he's equally the star.

The same with that other fine American—the "American" Rubber. That's built on strong lines, without a weak spot, and with a wonderful capacity for hard service. That's a famous all-rounder, too. The city likes it for its style; the country wants it for its wear—everybody buys it for both.

IN a communication to the Sphinx Club on "New Advertising and How to Develop It," after dilating on the confused mental state in which the new advertiser is put by the various solicitors, each of whom presents his own class of medium as the best, and casts aspersions on all the rest, Mr. Balmer, of Chicago, says:

I think the time has come when the advertiser is justified in saying, "You gentlemen confuse me with your advice. Together study my proposition—I will give you all the information you want—collect other information and data, and agree upon something which you will all stand for, and come to me with it." Instead of the advertiser being forced into the attitude of being obliged to pass his opinion upon questions that were unknown to him prior to their presentation, and being obliged to weigh the pros and cons of complex questions in a solution of advertising, he will be justified in saying to the advertising solicitors, agency and special representative, "If you don't agree, how can you expect me to do so? if you don't know, how should I know?" The time will come, I might say has come, when the rights of the advertiser must be so well recognized that no man will dare to propound for his consideration any other than a carefully considered proposition for his advertising that must be sustained in the consensus of opinion of the majority of the best men engaged in the furtherance of this most profitable and laudable business.

"COPY" is the matter to be put into the advertising space. The word may be and is usually applied to written or typewritten manuscript. When this is set up the word "proof" is substituted, as a rule.

A. A. POWELL, a dentist of Mattoon, Ill., issues monthly a paper of four pages, 10x13½ inches, with four columns on a page, filled with interesting information concerning teeth and dentistry. He calls it the "Mattoon Dental Record" and informs us it is "the first and only dental paper published in Coles County." It makes an excellent impression.

THE New York Times, in its issue of August 24th, voices its sorrow at the venality of the American press, in the following words:

The most discouraging piece of printed matter that has come into our hands for a long time is a handsomely printed pamphlet, issued by an advertising agency and devised to secure the patronage of business men whose exhibits have taken prizes at the Paris fair. What the agency offers is to cause these triumphs to American industry and commerce to be announced in any one or all of a large number of American newspapers—as "pure news." In other words, the agency not only assumes that the business men will be glad to fool the public into reading their advertisements under the falsest of false pretenses, but it asserts, and we understand with truth, that a considerable proportion of the contemporaries we are so anxious to esteem are willing, for a consideration, to enter into the miserable conspiracy. The pamphlet contains a list of the papers whose news columns are for sale, and a truly terrible list it is for anybody to read who wants to believe that the American press is to a high degree free from every form of venality. The shameful roster fills nearly thirteen pages, and every part of the country is represented. The names of dozens and dozens of the best known papers in the country appear in company with those of small or no importance. There are even four New York City dailies that have entered into this squalid little conspiracy, and it may surprise a good many to learn that the disgraceful four do not include one of the papers commonly called "yellow." We cannot help wondering if this form of deceit does not deceive advertisers as well as readers. Do the spurious dispatches really win as many customers as could be secured by an investment of the same amount of money in avowed and honest advertising. We more than doubt it.

It's the custom of advertising that brings customers.

"PAPA, what is the vain pomp and glory of this world?"

"My son, it's the things we preach against when we don't succeed in getting them."—*Life*.

The people who say that "advertising does not pay" are always the people who have not succeeded in making it pay. They substitute their personal experience as a rule of life.

IN a communication to the Sphinx Club, Mr. Artemas Ward says:

The fresh-roasted peanut of the circus benches or the street-corner stand is rich in fragrant memories. It is to me a singular thing that no large advertiser has yet undertaken to enrich himself by using these memories as a basis for advertising enterprise. They would give value to his ads, even if the humble peanut were otherwise unworthy of attention. But the humble peanut, submitted to chemical analysis, may well laugh to scorn every one of the breakfast foods so profitably advertised. It even approaches to beef in its 31.9 per cent of nitrogenous flesh-forming compounds. Its element of moisture is low, only 9.6 per cent. It has 11.8 per cent of fat; 37.8 per cent of sugar and starch, and the rest is fiber. The supply of raw material is inexhaustible, since nearly all the tropics, and a large part of the temperate zones can be used for raising peanuts. It might even be ground into meal, after extracting part of the oil, or offered in properly wrapped packages, "moisture-proof," like Unecda Biscuit. Like many other advertising problems, it would never pay to enter this one on a small scale. Careful attention would have to be paid to the shape and appearance of packages as well as the name. The package should be in a single striking color. A twenty per cent margin of profit should be allowed to the retailer, and not more than ten per cent to the jobber. You will say, of course, that anybody could make a similar meal out of peanuts, or pack the nuts in the same way. True, but if your methods were up to date and your advertising were properly handled, nobody on earth could compete with you in the market you have created. Many of the great advertised successes of the past have depended on no patent and on no trade secret. It is the advertising that makes the success. Perhaps you guess that I mean to intimate the possibility of profitably advertising anything. You have made no mistake. I honestly think that packages of freshly-roasted peanuts, not different from those the Italian sells on the street corner, could be advertised with profit if due care were taken to make the package goods perfect of their kind. That gives you, in a nut shell, as it were, my belief as to the universal utility of good advertising.

AN advertising tale must be told a large number of times before it secures a permanent place in the human memory.

### FIGHTING A BATTLE.

Office of  
AMERICAN METAL FLUX Co.,  
196½ Macomb street.  
DETROIT, Mich., August 21, 1900.

Editor of PRINTERS' INK:

Perhaps you can give us some advice. Our Metal Flux is a first-class article, and does everything we claim for it. But we have difficulty in placing it, from a peculiar combination of circumstances. That is, mutual jealousy between the business and the stereotyping departments. If we send a sample to the mechanical department, and it is recommended, the business end kicks at the expense, though it is but small. The business end thinks the mechanical department ought to do its work without any such aid. On the other hand, if we send samples to the business office, then the mechanical end of the concern privately thinks the business people are meddling with something they know nothing about. But we find that where business and mechanical men are in good fellowship, as they always ought to be, then the Metal Flux is given a trial, and orders naturally follow each other. Some firms have been using the Flux ever since it has been on the market, and they have voluntarily offered us credentials as to its efficacy. Now what we want to know is, how to introduce the Flux in such a way that neither the business nor the mechanical end will work against each other. Can you help us out? Inclosed find a small advertisement which insert for three weeks, and find order inclosed also—\$3.00. Very truly yours,

AMERICAN METAL FLUX Co.

The condition complained of is not peculiar to the Metal Flux—it has often occurred before. The linotype, a machine now universally introduced, fought a battle very much similar. The owners of newspapers saw its advantages long before the men whose bread and butter it affected were swept out of the path of its victory. After a time its merits became so widely recognized that to attempt to stem the tide would have been mere foolishness. As the points of excellence of the Metal Flux become more and more widely known, both business end and mechanical departments will see that it is a necessity, and the latter will ask for and the former purchase it. To secure so desirable a condition, advertising its merits is essential.—[Ed. PRINTERS' INK.

### EXPENSE OR ASSET.

Office of  
WINTERS COMPANY,  
Fine Printing and Lithographing,  
SPRINGFIELD, O., Aug. 21, 1900.

Editor of PRINTERS' INK:

Should the cost of advertising for the year be charged in full to expense account or carried as an asset either in full or in part, in the latter case a part being charged to expenses?

To develop the question: a company B has for two years been exploiting an article which could only be sold by advertising. The first year it spent \$10,000 in advertising; the second \$50,000. At the end of the second year, the success of the article having been demonstrated, the company "B" desires to enlist additional capital to push the article. Now, how shall this advertising expense be treated? If charged direct to expense, the profit and loss account would show a heavy loss, which is manifestly not equitable, because at best the results from this advertising, particularly of the large amount spent during the second year, have only been partially felt.

Again Company "D" has been exploiting successfully for a number of years a similar article, spending an average of \$25,000 per year for advertising. During the past two years, however, it has been pushing and has spent \$50,000 per year. How shall the expense be treated at annual settlement time, assuming that Company "D" wants to make a fair showing of its business?

I would like very much to know what disposition large advertisers would make of the advertising account under above conditions. Yours truly,

B. H. WINTERS.

The money spent for advertising, while really an investment in the end, is an expense until it returns itself with a profit. To credit it as an asset is to assume the coming of a profit which may never arrive. It seems to us, therefore, that in the cases instanced it is part of the expense account; but it may not be a bad plan to denominate such moneys as "advertising expense" and keep them as a separate and distinct part of the expense account. Charging part to expense and crediting part as asset appears to us wholly impracticable. PRINTERS' INK will be pleased to hear from advertisers whose views on the subject differ from the one above expressed.—[Ed. P. I.

ADVERTISING space in a publication that does not reach the people one desires to convince is not cheap, no matter what the price be at which it is offered.

## THE FIFTH SUGAR BOWL.

No. 13 Astor Place,  
NEW YORK CITY, Aug. 25, 1900.

Editor of PRINTERS' INK :

I understand that it is recognized by you that the advertising rate of the *Ram's Horn* is lower than the rates of any other high grade paper mentioned in the Fifth Sugar Bowl contest. The evidence of this is the fact that we are now selling advertising space as low as thirty-six cents per line, less five per cent for cash; the average circulation for the last twelve months being 105,393 copies per week, as shown by our latest statement to the American Newspaper Directory, now on file in the office of Geo. P. Rowell & Co. This makes our rate figure less than one-third of a cent per line per thousand of paid circulation.

The character of the readers of the *Ram's Horn* is shown by many things; for instance, it brings good returns to advertisers like Henry G. Allen, the Postum Cereal Co., James Pott & Co., Babbitt's Soap and Angle Lamp Co.

Another important thing to be considered is the fact that the *Ram's Horn* being a non-sectarian paper, no one buys it for the sake of denominational loyalty. It is not the organ of any church, society or organization, and it has no premium department, so there is absolutely no reason for people to buy it except that they want to read it.

The subscription price is \$2.00 per year (\$1.50 when paid in advance) and it is sent only to bona fide subscribers.

Some people have a mistaken idea that the *Ram's Horn* is a humorous paper, but it is not. It is as bright as steel, and upon occasion it can be as sharp, but it is never funny. Its famous cartoons are the work of an artist of national reputation. They always point a moral and are calculated to make the most heedless pause and think. Instead of being a humorous or crank publication, the *Ram's Horn* is a great evangelical force, and was recognized as such by the late Dwight L. Moody.

It has among its subscribers John Wanamaker, Mrs. Wm. McKinley, John C. Havemeyer, Senator Foraker, Geo. F. Swift, John V. Farwell, Bishop McCabe, and thousands of ministers, lawyers, doctors and business men. About half of its subscribers are men, but it is all home circulation, and it is certainly one of the best mediums in the country for advertising anything which women buy.

One more thing indicating the character of the circulation is the fact that the papers which bring the best returns when the *Ram's Horn* advertises, are the *Saturday Evening Post*, the *Sunday School Times*, the *Outlook*, the *Congregationalist*, and others which appeal to people who think for themselves; while strict sectarian papers bring meager returns, and agricultural ones hardly heard from.

With regard to our statement of circulation and without intending to cast any reflection on the good faith of the publishers of *Collier's Weekly*, I think that in deciding this contest, PRINTERS' INK should take into consideration the

fact that the *Ram's Horn* was one of the first papers to signify its unqualified willingness to have the Association of American Advertisers audit his circulation books and records at any time without further notice; while according to the report of the second regular meeting of this association, *Collier's Weekly* is one of the publications which either objected to the audit or else failed to definitely state their views.

The *Ram's Horn* will be glad to have a representative of PRINTERS' INK investigate its circulation, and when the auditor of the Advertisers' Association arrives at our office he will be given every facility to learn the facts in the case by examining all our records, including the original letters as received from our subscribers. Yours very truly,

JOSEPH W. KENNEDY,

Mgr. Eastern Office of the *Ram's Horn*.

Mr. Kennedy's contention that the appearance of *Collier's Weekly* in the list of papers unwilling to have their circulations audited by the Association of American Advertisers is an argument against that weekly carrying off the Fifth Sugar Bowl, is a point that will have to be considered when that guerdon is awarded, and that may, perhaps, assume greater proportions in the future. The rate of the *Ram's Horn* is not the lowest, but is almost the lowest, of those who believe themselves eligible to win the Bowl.—[ED. P. I.]

THE booklet as an advertising medium will never grow stale.

UNDOUBTEDLY money may be made by what is now universally called "mail order advertising." But, like all other methods of advertising, it must be intelligently studied and followed. The first essential is the article itself, which should be one appealing to a large class and not readily obtainable through other channels. An appearance of cheapness and style will help greatly. If a circular be sent in answer to a reply induced by an advertisement, that circular should set forth the merits and excellence of what is offered in a convincing manner. These details, perhaps commonplace enough in themselves, are desiderata for success. The selection of media is of course of great importance; but even the best of such may fail to aid an article in which people take no interest, or which is unskillfully brought to their attention.

**ARRANGED BY STATES.**

Advertisements under this head 50 cents a line each time. By the year \$25 a line. No display other than 2-line initial letter. Must be handed in one week in advance.

**CONNECTICUT.**

**THE DAY**, New London, prints 4,700 copies daily average. It fills the entire field. Has no rival whatever.

**GEORGIA.**

**SOUTHERN FARMER**, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

**ILLINOIS.**

**CONKEY'S HOME JOURNAL** excels as a medium for interesting a good class of people in the smaller towns. Our subscribers own pianos or organs—the sign of a refined and well-to-do home—and are naturally mail-order buyers. 150,000 at 60 cents flat. W. B. CONKEY COMPANY, Chicago, Illinois.

**MAINE.**

**WE** don't know Chas. Austin Bates personally, but bet a cookie he'll say **The Rockland (Me.) COURIER GAZETTE** is a sound paper. Why? It's 55 years old, tells its circulation in Rowell's, has a flat rate, makes money every year. Remarks that an expert like Mr. Bates reads intelligently.

**CANADA.**

**CANADIAN ADVERTISING** is best done by **THE E. DESBARATS ADVERTISING AGENCY**, Montreal.

**CLASS PAPERS.****ADVERTISING.**

**PRINTERS' INK** is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—*Chicago (Ill.) News.*

**PRINTERS' INK** is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/4-page \$25, 1/2-page \$50, whole page \$100 each time. Address **PRINTERS' INK**, 10 Spruce St., New York.

**RELIGIOUS.****BAPTIST.**

**THE GEORGIA BAPTIST**, Augusta, Ga., is read by more than 5,000 progressive negro preachers and teachers in Georgia, South Carolina, Alabama and Florida. Circ'n for 1899, 6,275 weekly.

**Displayed Advertisements.**

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

**WANTED.**—Case of bad health that R-I-P-A-N-S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

# The Baptist Commonwealth

Published Weekly in the  
Baptist Capital of the  
World—Philadelphia...

**PRINTERS' INK** has already printed many opinions of the very leaders of the denomination as to what they think of it, and here's a few others received within the past month—*unsolicited, every one of them.*

"I have read most of our older Baptist papers weekly, more than forty years, but have never seen a paper grow into such strength as this has in so short a time."—*Rev. A. P. Graves, New York, N. Y.*

"Of the dozen journals that come to our home, there is none quite so popular as **THE COMMONWEALTH**."—*Rev. G. B. Clouser, North Wales, Pa.*

"We admire the aggressive spirit of **THE COMMONWEALTH**, and congratulate you upon your plans to further increase its efficiency."—*Rev. Warren G. Partridge, Cincinnati, O.*

"**THE BAPTIST COMMONWEALTH** has forged ahead until it now stands among the leaders of religious journals. I eagerly look for its weekly visits."—*Rev. J. E. Saul, Wisconsin, Pa.*

An enthusiastic, appreciative constituency like these make its columns valuable to advertisers.

## THE BAPTIST COMMONWEALTH,

1420 Chestnut St., - - Philadelphia.

## I Complete the Whole Job.

I will write your booklet or circular, will have it illustrated if necessary, will set the type and print it. Some of the best advertisers in the land leave such matters entirely to me, and I have yet to hear of one who was not thoroughly pleased. Or I will do any part of the work here mentioned. Write me about what you have in mind.

WM. JOHNSTON,  
PRINTERS' INK PRESS,  
10 Spruce St., New York.

## If Any Man or Concern

Has a good thing to present to the buying public, something that appeals to the good sense and needs of purchasers, no better field can be found than that covered by the Joliet **DAILY NEWS**, with its **weekly edition**, which together have **8,373 subscribers**. The advertiser will have his copy handled intelligently and promptly, and no fuss made over incorrect insertions. It has its own system of checking.

### CAN'T AFFORD TO MISS AN ISSUE.

This is the word now coming from the satisfied advertisers to the publishers of

## **GARDEN AND FARM** CHICAGO.

Few papers have a stronger hold on their subscribers or have done more in 1900 to strengthen that hold than **GARDEN AND FARM**, Chicago. Strong in editorial and original matter. Improvement in mechanical execution. Better paper, half-tone illustrations and special departments for the intensive farmer, the florist, the horticulturist, home and market gardener, the poultry raiser, and the rural home and life. These are only a few of the improvements in **GARDEN AND FARM**, Chicago, since coming into the control of the present publishers.

Guaranteed Minimum Circulation **60,000**. Ask your agent about **GARDEN AND FARM** and put it on your summer and fall mail order and agricultural lists.

**THE AMERICAN FARMER CO.,**

Eastern Office, 150 Nassau St., N. Y. City. 1113-1114 Manhattan Bldg., Chicago.

## **THE EVENING JOURNAL** OF JERSEY CITY, N. J.

Goes into over thirteen thousand families in Jersey City, and is a guest in over eighty per cent of the English speaking households in the city. . . .

Average daily  
circulation in 1899,

**14,486.**

Average daily circulation for three  
months ending March 31, 1900,

**15,140.**

# Montgomery, Ala., 40,000

(CITY AND SUBURBS.)

## The Journal

Only  
Afternoon  
Paper

# Youngstown, Ohio, Vindicator

DAILY:	SUNDAY:	WEEKLY:
10,000	10,000	9,600

LEADING DAILY IN NORTHEASTERN OHIO.

*For Rates address*

**H. D. LaCOSTE, Thirty-Eight Park Row, New York**

SPECIAL NEWSPAPER REPRESENTATIVE.

# JUST TO SHOW YOU

*An excerpt from a letter of the Globe-Wernicke Company:*

"All of our advertisements are keyed and on the first of the year we made a schedule showing the replies received from some twenty leading publications which we used during the year 1899. We reduced this statement to the average cost per reply from the various publications with the following results: Of the twenty publications the SELF CULTURE MAGAZINE ranked third from the lowest in cost per reply. The average cost per reply from the entire twenty mediums was 50 per cent higher than your publication. As to the character of replies (an important consideration with us) those from the SELF CULTURE MAGAZINE will compare favorably with the best."

Prosperous people throughout the United States and  
Canada read the

# Self Culture Magazine

Because it is a high-class literary monthly that addresses itself particularly to those persons having regard for  
*education, refinement and character.*

**CIRCULATION** — Largest of any literary monthly published west of New York.

Be included in the list of contented advertisers now using its pages. There are lots of them.

For quality and quantity no publication has such a low rate.

If you are interested write us.

**SELF CULTURE MAGAZINE CO.**

111 Fifth Ave., New York. *Caxton Building, Cleveland, O.*



## The Parisian

The Only Publication in America which makes a permanent feature of exploiting and illustrating everything pertaining to  
**THE PARIS EXPOSITION**

UNDER THE AUSPICES OF  
 THE PARIS EXPOSITION COMMISSION

On all news-stands. Price 15 cents. Published at 853 Carnegie Hall, New York.



MAIL ORDER ADVERTISING

Over

**500,000**

copies each month, guaranteed and proven.

**\$1.50 PER AGATE LINE.**

The Fall campaign is on. Place your orders at once. The rate is very low for over 500,000 circulation. October forms close September 20th.

**POPULAR FASHIONS COMPANY,**  
 79 FOURTH AVENUE, NEW YORK CITY.

## In All America

there are only seven semi-monthly papers having as large a guaranteed circulation as FARM-POULTRY. In all the Northeastern States, consisting of New York, New Jersey, Pennsylvania and the six New England States, it is accorded the highest rating of any paper devoted to live stock; in New England it equals the combined circulation of all such. The poultry raising industry is now yielding returns larger than any other farm product. Statistics prove this statement; showing in dollars and cents its enormous magnitude.

FARM-POULTRY has a larger circulation, a greater influence, and more well-to-do readers among this class than any other poultry paper in all the world. Its subscribers are heads of families; largely women. Every subscription is paid in advance. Not a single delinquent gets the paper. Therefore an advertisement in

## FARM - POULTRY

**BRINGS RESULTS.** It will pay any advertiser who wishes to reach families who have money to spend. Rates and sample copy sent on application to

**I. S. JOHNSON & CO.,**  
 22 Custom House Street, Boston, Mass.

*The Lowest-priced Magazine Advertising in America.  
Figure it out for yourself.*

# NICKELL MAGAZINE



*The Only 5c. Illustrated Monthly  
Magazine in the World.*

**PAYS ADVERTISERS.**

**Here is what one advertiser says:**

*Publishers Nickell Magazine:*

GENTLEMEN:—Please enter our order for another year at price quoted in your favor of Sept. 29, for space of one-fourth page. We prefer not to miss a single insertion, and you are authorized to use our old electrotype until the new design is delivered to you.

The Nickell Magazine has paid us much better than some of the magazines that make larger claims. Wishing you a large share of success, we remain,

OHIO ELECTRIC WORKS, Cleveland, Ohio.

— and “there are others.”

## The NICKELL MAGAZINE

Advertising Rates are very low—30 cents an agate line and \$50 a page, with 5, 10 and 20 per cent discount on 3, 6 and 12 months' orders. Circulation claims guaranteed by a \$1,000 forfeit. Circulation statement, rate cards and sample copies can be had of all reputable advertising agencies or the publishers,

**THE POTTER-KENDALL CO., Boston, Mass.**

# The Buffalo Review

IS THE ONLY NEWSPAPER IN BUFFALO

that has a double value to its readers. The general public wants it for its complete foreign and local news; the business public reads it for its exclusive features. The only newspaper publishing New York *Sun* telegraph news; the only newspaper publishing county transcripts and court calendars.

**Complete,      Enterprising,  
Fearless,**

Largest 2-cent circulation. Reaches the representative people of Western New York. Best medium for the general advertiser in Buffalo.

**THE BUFFALO REVIEW CO.,  
BUFFALO, N. Y.**

EASTERN AGENCY:  
W. E. SCOTT,  
150 Nassau Street, New York.

# **NOW READY!** **Fall Edition**

(SEPTEMBER ISSUE)

OF

**The American Newspaper Directory**

FOR

**1900**

**A Complete Catalogue of the Contemporaneous  
American Periodical Press.**

---

**The Recognized Authority on American Newspaper Statistics.  
Revised Up to Date. Over 1,400 Pages.**

---

**Price Five Dollars**

**Sent, Carriage Prepaid, on Receipt of Price.**

---

**ADDRESS ORDERS TO**

**GEO. P. ROWELL & CO., PUBLISHERS,  
10 Spruce Street, New York.**

## *Trade Follows the Flag*

but no more surely than trade turns to the advertiser using space in the papers of the

# ScrippsMcRae League

These papers reach the middle classes; the people who do the bulk of the buying and whose money responds in a steady stream to the magnetism of advertising.

All things considered, one-ninth of a cent per line per thousand circulation makes our advertising space the best value obtainable in daily newspapers. In addition bear in mind that these papers are all located in prosperous territory. Their readers are wide awake and progressive.

***Cincinnati Post, - - 133,787***

***Cleveland Press, - - 93,077***

***St. Louis Chronicle, - 57,732***

***Kansas City World, - 24,496***

***The Covington, Ky. Post, 12,733***

---

**F. J. CARLISLE, Advertising Manager,**

**SCRIPPS-McRAE PRESS ASSOCIATION,**

**53 Tribune Building, New York.**

**116 Hartford Building, Chicago.**

*"As we must account for every idle word, so we must for every idle silence."*

According to Benjamin Franklin, we are called upon to announce to the advertising public that

# THE KANSAS CITY WORLD

is the best value in Kansas City, rate considered. Ask for rates and you will come to the same conclusion. The average paid circulation of the WORLD for the first six months of 1900 was **24,496** copies. Test the Kansas City WORLD and you will find that it reaches the right people: the ones who buy. A week-day evening paper—no Sunday edition. Foreign advertising in charge of the

**Scripps-McRae Press Association.**

**F. J. CARLISLE,**

General Advertising Manager,

53 Tribune Bldg., New York;

116 Hartford Bldg., Chicago.

# Thousands Use It and Like It.

Buy your inks of "old friends," that charge you double prices, or of cheap jonson concerns that sell you slum at "low prices for cash."

This paragraph is copied from a circular letter recently mailed to printers by the same firm that issued "Ink Thinks." If the slum I sell is any worse than the mud they have been slinging, then it must be very dirty. This is rather a weak bluff to offer to printers, after charging extortionate prices for years; and it is hardly likely that I could last seven years in the business and have nearly eight thousand different concerns on my list if my goods were slum or, in other words, "Ore-mud." People who live in glass houses should not throw stones, and if this genial ink firm would only reveal some of their methods of securing trade, the printers of the country would not feel displeased at their charging double prices, as it really costs them double the ordinary expenses to run their business.

One printer in Chicago received their letter and immediately mailed it to me with a request to send my price list, as I seemed to be a bone of contention. If you will watch the fancy specimens issued by this firm you will never see a price marked. This is a dodge on their part, as they are like the second-hand clothiers—ask a high price, but take what is offered. I am the only ink man that issued a price list of net figures, and had the moral courage to demand cash in advance, whether the printer or publisher was rich or poor, large or small. I never employed a salesman, and my success has made me an outcast from my competitors. Who made four-cent news ink possible or sold a quarter pound can of job ink for twenty-five cents previous to my going into the business?

Send for my price list, and if the slum I sell you is not satisfactory I will refund your money and pay all freight or express charges, no matter where you are located. Address

**PRINTERS INK JONSON,**  
**13 Spruce Street, New York.**

## BUSINESS MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

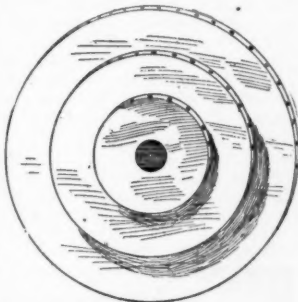
*By Chas. F. Jones.*

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

Merchants and window trimmers in general will find the study of getting up original ideas and original dressings for windows a very interesting thing and very profitable for the store.

Dress goods, or any other kind of piece goods being one of the leading branches of the dry goods business, it is very important that every dry goods house should have as beautiful dress goods windows as it is possible to have. Fall materials of a dark color need the assistance of a skillful window trimmer to procure attractive effects. In many cases where the windows are not provided with mirrors and a rich effect is desired, the dark colored goods may be made to stand out plainly by box-plaiting the back and sides of the windows with white cheese cloth. The front of the windows display-

have described, and a few goods artistically displayed, a much handsomer window and a much better



No. 2.

business can be produced than to have the whole of it dark, or to have an immense amount of goods thrown into it in any way.

One difficulty in trimming a dress goods window tastefully is the lack of fixtures over which to prape the goods. I have shown here a very simple and common fixture which is used in most of the larger stores throughout the country. It can be made in any carpenter shop or, if the window trimmer is anything of a workman, he can construct it himself out of a few plain boards. Fig-

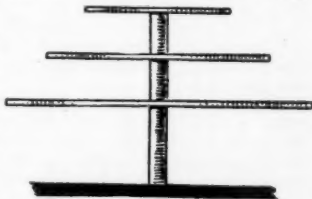


No. 1.

ed with this background usually stands out very clear. Without this white background a solid dark window will turn the glass in front almost into a mirror reflecting persons passing, as well as the objects on the other side of the street, rather than the figures and the draperies of the goods.

Remember, in dressing windows that it is not the quality of goods displayed that sells the goods, but the manner in which they are displayed. They should be displayed so as to show off to the best advantage and make them most pleasing to the eye.

With a light background, as I



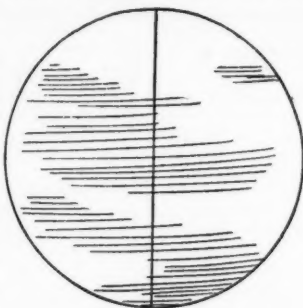
No. 3.

ure 30 shows the little fixture complete, being so arranged that part 31 slides up and down in the box

tubing 31. This tubing is braced at the base so as to make it stand up straight and strongly in the window; and over the top of this framework the goods can be thrown or gathered in folds so as to make many beautiful displays. The top is composed of a plain, square strip of wood with a cross-piece on it which is made in the shape of a shelf, and can be wide or narrow as may be desired for the display. The upright 31 is made by nailing together four pieces of wood so as to leave a hole in the center in which the part 32 slides up and down as I have described. This hollow in the center of 31 should be made just large enough to allow the slide to move tightly, so that it may be held in almost any position in which it may be placed, or, if this cannot be effected, a screw may be

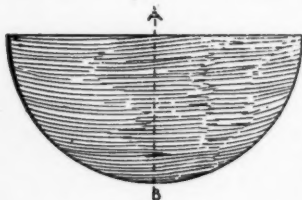
of various kinds can be easily made at home by any one handy with saw and hammer.

Umbrellas should be given considerable attention in the fall and



No. 5.

winter months on account of the usual rain and slush. A proper display of umbrellas is difficult without some kind of fixture to work upon. Make a series of semi-circles or full circles out of



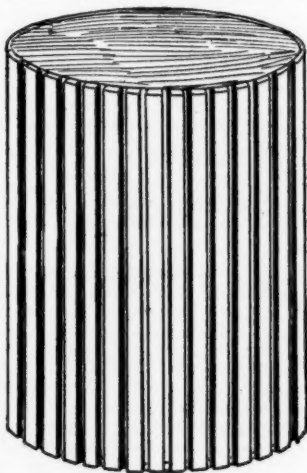
No. 4.

run through the body or part 31 so as to hold the slide in position wherever it may be fastened.

These stands should be made in several sizes for a window, and quite a number of them can be used in a window of any size. The proper height to make it is two, three and four feet when closed, then by extending them the two-foot ones can be raised still higher, thus giving quite an assortment of sizes when different dressings are required.

A great many stores are put to quite a disadvantage in window dressing because they are either not in position to purchase ready-made fixtures or they have no person at their command who can design their ideas in window dressing without having fixtures to place their work upon.

This article shows how fixtures



No. 6.

ordinary plank. Now a number of holes can be bored in the edges of these circles or semi-circles just large enough to admit the end of an umbrella. By putting them at



regular distances all around you make a semi-circle of closed umbrellas. A number of these semi-



No. 7.

circles placed upon the floor, one just back of the other, and each one in the rear a little larger than the one which goes before, will make an attractive exhibit.

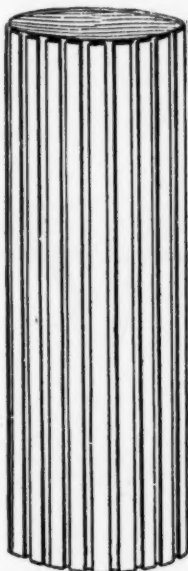
Figure 1 shows a rough view of such a board with the holes in the edges. This board should be nicely painted or covered when in the window, and it is much better to entirely conceal it so that only the umbrellas are seen.

Figure 2 shows a number of boards of complete circles. These can be used in two ways. The holes are either bored in the edge, as shown here, and the whole suspended at the back of the window so that the umbrellas project in the rear both up and down and both sides, or the boards laid, part on the bottom of the window, and the holes, instead of being in the edges, bored into the sides, so that when they are laying flat on the floor the umbrellas stand upright. Each of these boards should be separated a little distance one from the other by a projecting piece, shown in figure 3.

Figure 3 represents a side view of the circles when projecting from the back of the window. The drawing also shows how the circles would look when used on the bottom of the window if you turn figure 2 on its side so that the piece separating the three circles, one smaller than the other, stands upright.

For the display of dress goods, silks and other piece fabrics there are any number of forms which can be made out of an ordinary plank with a little care in the shaping of the form. The one particularly that can not be usually made at home is the circle and the semi-circle which form the top and bottom of dress forms.

Figure 4 shows a half circle which is very useful, it being similar in idea to figure 1 but without holes. I would advise those who wish to make their own fixtures to have some planing mill make them



No. 8.

up a quantity of these in sizes measuring from A to B, some planing mill make them up a quan-

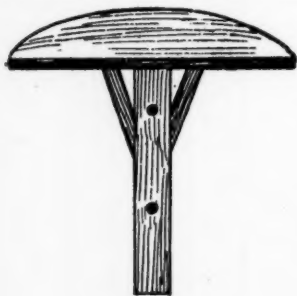
tity of thes in sizes measuring from A to B, some nine inches, some one foot, some a foot and a quarter and some a foot and a half. Also full circles as figure 5, measuring in diameter just double the measurements of the semi-circles, or two of these



No. 9.

semi-circles may be put together to form a circle.

In addition to using these semi-circles in making the fixtures, by placing the smaller ones against the backs or sides of the window with a small brace underneath, a great variety of bracket shelves may be made, and when these shelves are covered with cheese cloth or some other draping material they can be used to display small wares to advantage; or these brackets may be, in many cases,



No. 10.

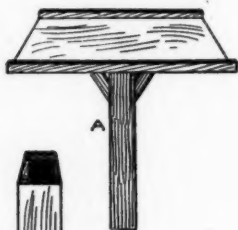
put up in various parts of the store for the display of goods.

The full circles are largely useful in making dress-goods drums.

Two circles of equal size, as shown in figure 6, and slats nailed from the edge of one to the edge of the other, thus making a form

very much like a barrel, around which dress goods may be draped or carpet rolled, or other displays made which will show to advantage.

Two full circles may also be taken, one larger than the other, as shown in figure 7, making a cone-shape barrel, which can also be used for a variety of window dressings. The barrel may be varied according to the relative sizes of the two ends. In a shape like figure 8, by having the circles small and the slats very long, tasty columns can be formed for use in the window and to support



No. 11.

shelf and other displays which may be desired.

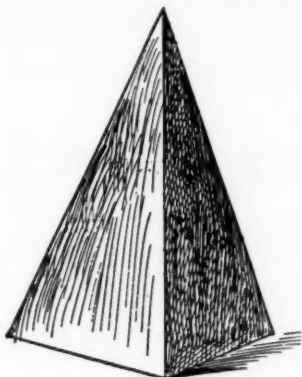
When the barrel shape is not desired a great variety of display stands may be made by simply fastening the half circles and the circles on top of the upright which is separated, to a piece large enough to make it stand by itself, as shown by figures 9 and 10.

Figure 11 shows stand made with a square or long plank across the top in place of a circle or semi-circle. This figure also shows a base which may be used so that the top may be raised or lowered as desired, by having the upright A

slide up and down in hollow holder B. This piece may be used with the half circle or full circle

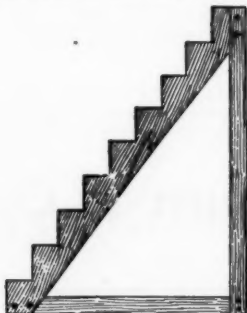
draped in various styles will make an attractive display.

In dressing a large window very frequently it becomes necessary or advisable for certain kinds of goods to have shelving in the rear. These shelvings can be easily con-



No. 12.

top. In addition to all these forms one can take ordinary plank and make it into various shapes, such as figure 12 suggests. This is composed of two planks tacked together, each plank being in the shape of a triangle, one end being very acute, the base being anywhere from six to fifteen inches and the height varying according to the requirements. This pyramid, if the base is given the proper slant, will stand alone, or if not it can easily rest against something in the rear or can have a strip to



No. 13.

serve as an additional prop. A window full of such fixtures as these and covered with dress goods



No. 32.



No. 30.




No. 31.

structed by first making two series of steps as shown in figure 13. Upon each of these steps a board can be laid from one to the other, thus forming a support for any kind of goods that may be desired to be used.

\* \* \*

If all a retail store's customers could only be induced to buy of it simply because they saw the particular article they wanted in the advertisements, its trade would soon be of small dimensions. Your aim should be in every advertisement to try to impress the public so favorably that some from amongst those who come in answer to the advertisements will not only be pleased with their present purchases, but be so well pleased with the treatment which they receive and the values of the goods which you offer them, that whenever they wish anything else they will naturally think of your store.

A decorative border with a repeating floral and scrollwork pattern frames the central text area.

**When You ...**

come to think over it,  
you can easily under-  
stand why so many  
prominent advertisers

**Geo. Kissam & Co.**

# Place Cards

in the Street Cars controlled by us. They get proper display, proper cars and proper treatment — consequently they **STICK TO US.**

WE CAN TAKE SIMILAR CARE OF YOU.

**253 Broadway, N.Y.**

# Why Wait?

**D**ON'T you know that time has a way of flying? Before you know it October 15th will be here, and on that day all time and space discounts in COMFORT will be abolished. That means it costs just one-fifth less now than then to place a yearly contract. Any agent will explain. We also have branch offices at 707 Temple Court, New York; or 1635 Marquette Building, Chicago. Why not write to-day to your agent or to us?

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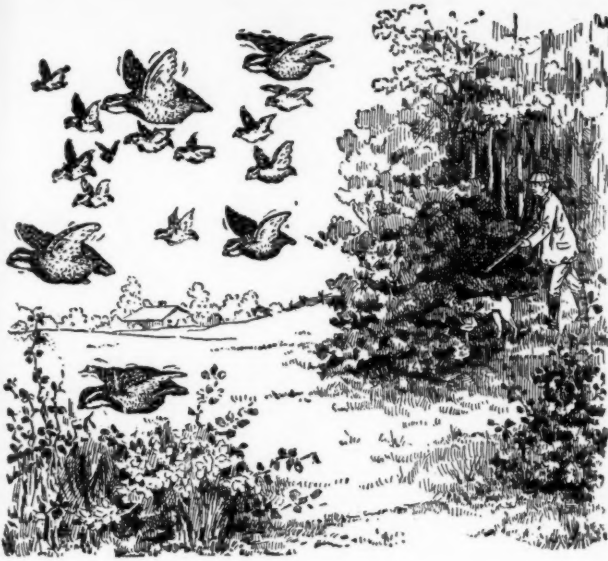
W. H. GANNETT,

Publisher, Incorporated,

Augusta,

- - -

Maine.



## Sixteen Insertions Gratis

An advertisement contracted for to appear in PRINTERS' INK for the year 1901 will be inserted

# FREE

in all the remaining issues of 1900.

Address

PRINTERS' INK,

10 Spruce Street,

- - -

New York.

*It is well to  
Remember*

that you can cover  
Brooklyn thoroughly by one of those  
big cards, 16 x 24 inches, in each of the

**Brooklyn "L"**

cars — cost is less than \$4.00 per day,  
and you get the

**ONLY REAL  
ELEVATED  
RAILWAY  
ADVERTISING  
ANYWHERE.**

A smaller card is lost in such large cars,  
but in the Brooklyn "L" your ad must  
be seen, read and remembered. We are  
the originators of real "L" advertising.  
We are still away ahead of all others,  
and propose to remain there.

**GEO. KISSAM & CO.**

PHONES:  
Cortlandt 973.  
Main 1081.

253 Broadway, New York,  
35 Sands St., Brooklyn.